| Substitute for form 1449A/PTO | Application Number | 10/812,417 |
|---|---|---|
| **INFORMATION DISCLOSURE STATEMENT BY APPLICANT** *(use as many sheets as necessary)* | Filing Date | March 30, 2004 |
| | First Named Inventor | Sumit AGARWAL et al. |
| | Art Unit | 2167 |
| | Examiner Name | Dennis L. VAUTROT |

| Sheet | 1 | of | 1 | Attorney Docket Number | 64557.000020 (GP-254-00-US) |
|---|---|---|---|---|---|

## U.S. PATENT DOCUMENTS

| *Examiner Initials | Cite No. | DOCUMENT NUMBER Number - Kind Code (if known) | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |

## FOREIGN PATENT DOCUMENTS

| *Examiner Initial | Cite No. | FOREIGN PATENT DOCUMENT | | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear | TRANSLATION |
|---|---|---|---|---|---|---|---|
| | | WO | 0038074 | 06-29-2000 | Kay et al. | | |
| | | WO | 2004/042525 | 05-21-2004 | Donovan et al. | | |
| | | EP | 1026610 A2 | 08-09-2000 | Del Sesto | | |

## OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS

| *Examiner Initials | Cite No. | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published | TRANSLATION |
|---|---|---|---|
| | | Google Introduces New Pricing For Popular Self-Service Online Advertising Program, http://www.google.com/press/pressrel/select.html, p. 1-2, dated February 20, 2002, printed on 7/29/03. | |
| | . | Collection of pages from www.overture.com, printed on 7/29/03. | |
| | | Collection of pages from findwhat.com, http://www.findwhat.com, printed on 7/29/03. | |
| | | Collection of pages from Sprinks.com, http://www.sprinks.com, printed on 7/29/03. | |
| | | Collection of pages from Kandoodle.com, http://www.kanoodle.com, printed on 7/29/03. | |
| | | Collection of pages from Google Advertising, http://www.google.com, printed on 7/29/03. | |

| EXAMINER SIGNATURE | DATE CONSIDERED |
|---|---|
| | |

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.